



How to successfully manage eCommerce peaks and surges.

A toolkit for large businesses.



Australia Post

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Partnering for a successful online shopping season.

Last year saw 9 million Aussie households buy something online.¹ This has been driven by COVID-19 impacts like extended state lockdowns, with people needing to shop online more than ever before.

We've already seen the effects of this with huge spikes in parcel volumes through our network. And with the combination of online shopping becoming more popular, the traditional festive period, and the fast-growing key eCommerce events like Click Frenzy, Black Friday and Cyber Monday, we're expecting to see some of the biggest parcel volumes ever through our network over the coming months.

State lockdowns and restrictions to help contain the spread of the COVID-19 Delta strain have certainly put our network to the test, particularly in those areas hardest hit by COVID-19 – just as they've impacted so many businesses around the country.

Safety is our number one priority and we've put important measures in place to protect our people and customers, and comply with COVID

safety guidelines, such as social distancing and testing support. This can sometimes mean parcel deliveries are taking a little longer than usual.

In this challenging context, it's more important than ever that we work together to provide the best possible delivery experience for your customers. And now's the time to start preparing your business for success ahead of one of the busiest times of year – Tis the Season to be Early!

Australia Post is committed to supporting you and your business through this busy time of year – starting with this toolkit to help you navigate a successful eCommerce period. This toolkit covers five ways to prepare for the next eCommerce surge, tips for sending overseas, how to provide a seamless parcel return experience and much more.

As your business grows, so does the investment in our network and customer experience to help manage the growing demand in online shopping.

We're working as quickly, and as safely as possible, to efficiently process your parcels, provide visibility on their journey and get them into the hands of your customers.

Let's do this together. We can't wait to be part of a great peak online shopping season for your business.

Kind regards,



Gary Starr
EGM Business, Government
& International

Your must-have tools for a successful online shopping season.

[eCommerce Sales Calendar](#)

[Business Christmas page](#)

[International Post Guide](#)

[International updates page](#)

[Domestic updates page](#)

[Parcel labelling, packaging, manifesting and sorting videos](#)


[Australia Post eCommerce Annual Industry Report 2021 and monthly eCommerce updates](#)

[Australia Post Delivery Experience Report 2021](#)

[Follow us on LinkedIn for the latest network updates and online shopping insights.](#)



1. Inside Australian Online Shopping report, Australia Post 2021



“Customers are loyal to brands that deliver the right experience.”

STEPHEN SMITH, GM SUPPLY
CHAIN AND STORE OPERATIONS
AT KITCHEN WAREHOUSE

Your eCommerce Checklist.

Improve your customers' checkout experience.

- Have ‘order by’ dates visible on your website and within your customer communications. ☐
- Update your website messaging with estimated delivery times. ☐
- Have a clear returns policy and make it easy to find on your website. ☐
- Offer a choice of standard and express delivery speeds. ☐
- Make it clear in your shopping cart that you send with Australia Post – this gives your customers the confidence to use their Parcel Collect address, PO Box or Parcel Locker address. ☐
- Use an address validator to make sure address data is accurate. ☐
- Allow customers to select ‘Safe Drop’ as their delivery preference to have their parcel left in a safe place. ☐
- Ask for customer mobile number and email address at the checkout for automated tracking via SMS/email and any address query resolution. ☐

Australia Post fulfilment and freight preparation.

- Integrate your Parcel Send/eParcel account with a shipping and tracking API to manage all parcel sending from a single place. ☐
- Purchase your packaging essentials in bulk to avoid running out. ☐
- Make sure your packaging is sturdy and won’t tear or break down easily. ☐
- Use packaging that fits closely to the shape, weight, and size of your items. ☐
- Check packaging, size dimensions and weight are accurate and within our limits. ☐
- Check your labels are printed clearly and are scannable.** ☐
- Sort items by speed i.e. Express Post from Parcel Post, and then by size i.e. small from large. ☐
- Set up processes and schedules for parcel pickups, drop offs and lodgement. ☐
- Accurately lodge your manifests at the same time as your items.** ☐

Your eCommerce Checklist.

International fulfilment and freight preparation.

- Check the [available services](#) for the destinations you're sending to. ☐
- Consider bringing your sales promotions forward to ensure items arrive by Christmas. ☐
- Have international '[order by](#)' dates visible on your website and within your customer communications. ☐
- Check [packaging, size dimensions and weight](#) are accurate and within our international limits. ☐
- Ensure you declare what the item is and what material it's made of in the [content description](#), including the Country of Origin and HS tariff code where possible to avoid delays. ☐
- Lodge your manifest at the same time as when your items are handed over to Australia Post. ☐
- Familiarise yourself with destination-specific [estimated delivery timeframes](#). ☐
- Be transparent with your customers and [communicate any delivery delays](#). ☐














StarTrack freight preparation and delivery.

- Organise your collections and any additional collections as early as possible. ☐
- If volume justifies, provide freight pre-sorted in State breaks. ☐
- Use good quality labels and apply them to the flat side of the carton avoiding wrinkles. ☐
- Label your break bulk pallets correctly with labels on all sides. ☐
- Manifest your parcel data on collection – send data daily and on time. ☐
- Accurately declare freight measurements and weight in line with Chain of Responsibility requirements. ☐
- Familiarise yourself with [StarTrack merchant and customer support channels and hours](#) ☐
- Give authority to leave where appropriate and safe to do so. ☐

Give your customers a great delivery experience.

- Encourage customers to [download the AusPost app](#) for all parcel tracking in one place. ☐
- Offer [Australia Post Collection Points](#) for customers to select delivery to a Post Office, Parcel Locker, PO Box and 240+ retail partners. ☐
- Automate your tracking. ☐
- Include the most up-to-date [delivery information](#) on your website. ☐
- Ensure your customer support information is easy to find on your website. ☐
- Familiarise yourself with [Australia Post's support channels and hours](#). ☐
- [Register](#) and [log in](#) to the [Business Support Portal \(BSP\)](#), and use the 24/7 customer query resolution features available (Parcel Send/eParcel and StarTrack contract customers only). ☐
- Have a customer-friendly [parcel returns solution](#). ☐

Key eCommerce sale dates.

		30 October Derby Day 	31 October Halloween 	2 November Melbourne Cup 
9 November Click Frenzy 	11 November Singles Day 	26 November Black Friday 	27 November Small Business Saturday 	29 November Cyber Monday 
14 December Free Shipping Day* 	19 December Super Saturday 	25 December Christmas Day 	26 December Boxing Day 	31 December New Year's Eve 

Help us support you and your customers.

To save you time during busy online shopping periods, here are some self-service tools you can access to help resolve queries:

Parcel Send/eParcel customers

The [Business Support Portal](#) (BSP) is the fastest way to log an enquiry on behalf of your customers. It can also help you quickly and easily manage queries such as tracking and parcel redirection.

StarTrack customers

[myStarTrack Online](#) allows you to manage all your parcels and freight, pick-up bookings and Track & Trace. Encourage customers to track their items using our [Track & Trace](#) tool and for all other enquiries, call StarTrack on 13 23 45.



Handy hint: To help reduce your customer query volumes this peak season, encourage your customers to download the AusPost app. They can track their parcels, add a Collection Point address and manage their deliveries all from their mobile device.



* Free Shipping Day is an eCommerce industry event where some merchants offer their customers free shipping on all orders big and small.

“Australia Post is an indispensable partner for my business, because from a customer’s perspective we are one and the same. It’s this big circle, where the better the communication is between us, the better the experience is for our customers.”

SARAH TIMMERMAN, OWNER AND
CEO AT BEGINNING BOUTIQUE



Five ways to prepare for the next eCommerce surge.

1 Forecast volumes based on scenarios.

The most important thing you can do right now is plan and share your volumes with your logistics and supply chain partners. It’s also one of the hardest tasks because historical data may not be as relevant with frequent and unexpected surges in online shopping as a result of state lockdowns and restrictions.

Top things to consider:

Flex your supplier base – keep on top of inventory levels and confirm you have alternative suppliers available in case of disruption.

Share your marketing plans with supply chain partners – particularly with loyalty offers and fast-growing eCommerce sale promotions triggering volume peaks.

Use volume projections to order the right quantity of ULDs from Australia Post via the Lodgement Quality System (LQS).#

Plan ahead for additional daily pick-ups, larger semi-trailer collections and weekend time slots. [Factor in recommended lodgement dates for Australia Post and StarTrack.](#)

Forecast international volumes – this allows Australia Post to procure additional airline capacity in advance to help parcels to be delivered to their destination as quickly as possible.



During peak periods ULDs are in high demand; we'll do our best to fulfil ULD quantity requests. In the event that Australia Post is unable to fulfil your request, your Account Manager may instruct you to use an alternative parcel or freight transportation method such as lodgement using pallets.

Five ways to prepare for the next eCommerce surge.

2 Get ready to flex fulfilment.

State lockdowns and restrictions are causing online shopping volumes to peak much earlier than the typical holiday season. In fact, Australia Post saw the largest month of eCommerce in our 200+ year history during August 2021.[^]

With 5m+ Aussie households shopping online monthly in 2021², businesses understand they need to find new ways to keep meeting that increased customer demand – but also invest in more sustainable, scalable distribution models.³

Top things to consider:

Making sure your systems offer real-time visibility of inventory levels to reduce the risk of order cancellations or split orders.

Checking warehouse management systems, facilities and equipment can cope with volume spikes and are organised for optimal processing.

Assessing storage constraints – you could consider drop-shipping or 3PL warehousing to supplement existing capacity.

Locating stock closest to customers. A 3PL in each state can also help here, and potentially enable a next business day delivery promise or help reduce the cost and time associated with interstate deliveries.

Investing in cross-functional staff training now to be able to deploy staff into alternative roles and avoid costly errors during busy times.

Invest in recyclable or reusable packaging – more and more shoppers are expecting merchants to be sustainable by using recycled packaging and reducing their environmental impacts.



51%

of shoppers who had their order cancelled due to stock unavailability went on to abandon their purchase altogether.⁴



50%

of shoppers would choose to buy products from businesses that take action to reduce their impact on the environment.⁵

Handy hint: Check out our article on [how to balance supply chain efficiency and omnichannel fulfilment](#).



[^] Information is accurate at time of release, 31 August 2021.

² [Inside Australian Online Shopping Update](#), Australia Post, August 2021

³ [Balancing supply chain and omnichannel fulfilment](#), Australia Post, July 2021

⁴ [Australia Post and Power Retail insights](#), August 2021

⁵ [Small business sustainability in a COVID-19 world](#), Australia Post, September 2020

“Usually, we'd have our warehouses and a couple of select sites processing most of the volume. However, as stock was in such demand, we leveraged the entire store network to fulfil deliveries.”

**ETHAN ORSINI, GENERAL MANAGER
OMNI FULFILMENT
AT SUPER RETAIL GROUP**



“We tell people the delivery timeframe before they buy, and give them the ability to enter their postcode to get a more accurate estimate for delivery.”

WAYNE BASKIN, DEPUTY CEO
AND CTO AT BOOKTOPIA

Five ways to prepare for the next eCommerce surge.

3 Be prepared to manage customer expectations.

Your delivery experience underpins your customer promise. Setting clear expectations around cost, speed, and estimated delivery time up-front helps build customer confidence – which in turn reduces the number of customer contacts.⁶

Top things to consider:

Updating your website regularly with changes to delivery information.

Offering choice of speed by offering express delivery at checkout.

Capturing customer email and mobile at the checkout so they can be sent automated tracking and delivery notifications via SMS or email. This can help make it easier to contact customers or, where needed, to resolve any addressing issues.

Automating delivery timeframes within your checkout. Integrate delivery network data to give customers some certainty their parcel will arrive on time.

Allowing enough time for your pick and pack processes within your delivery time frames. Don't promise same business day fulfilment if you can't guarantee that turnaround when volumes increase.

International postal restrictions. If you're sending orders internationally, communicate 'order by' dates early so your customers can order and receive their items in time for the holidays.

Visit auspost.com.au/service-updates for more information on domestic and international delivery impacts and sending options.



9.1 million+

Australian households
shopped online during FY21.⁷



60%

of survey respondents
said certainty around the
timing of a delivery was
more important to them
than getting it quickly.⁶

Handy hint: Check out our [Delivery Experience Report](#) for five recommendations to help improve your customer delivery experience.



6. [The Delivery Experience: Getting it right. Why it matters And how data can help.](#) Australia Post, 2021

7. [Inside Australian Online Shopping Update](#), Australia Post, July 2021

Five ways to prepare for the next eCommerce surge.

4 Reduce the risk of avoidable delays.

As more Australians embrace online shopping every day, it's important to do what you can to reduce the risk of avoidable delays.

Top things to consider:

Investing in address validation software at the point of purchase, to ensure a valid Australian or international address is printed on the label. Incorrect addresses may cause delivery delays for your customers.

Automating a default address reminder message at checkout. Many online shoppers had their workplace set as a default delivery address, causing issues for those now working from home.

Promoting Collection Points for parcel delivery. Increase first time delivery and your NPS by letting customers know you send with Australia Post - which can encourage customers to use an Australia Post Collection Point such as a Post Office, Parcel Locker or PO Box for their delivery.⁻

Allowing customers to select 'safe drop' at checkout. This means you don't require a signature on delivery, and their parcel can be left in a safe place.[^]

Encouraging your customers to download the [AusPost app](#) and sign up for a MyPost account so they can track all their parcels in the one location and manage their delivery and notification preferences - this can also help reduce your customer query volumes during busy periods.



With 80%

growth YOY in deliveries to apartments, Collection Points can help apartment dwellers have their items delivered securely and first time.⁸



69%

of survey participants said they preferred to have their parcels left in a safe place over having to sign for them.⁸

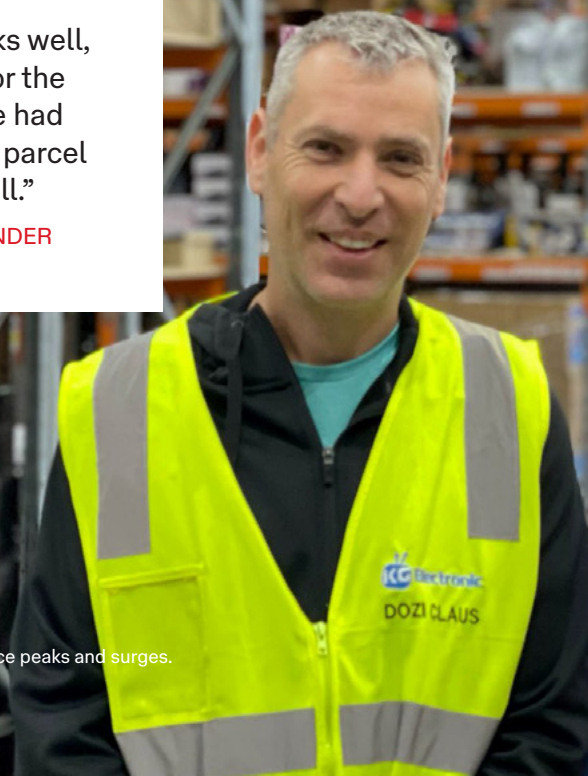
8. [The Delivery Experience: Getting it right. Why it matters And how data can help.](#) Australia Post, 2021

- Terms, conditions and collection time limits apply. You have 48 hours to collect your parcel from a Parcel Locker, 10 business days to collect from a participating Parcel Collect (Post Office) location, and 30 days from a PO Box. Size limits apply. [View full terms and conditions.](#)

^ Terms and Conditions apply. The service is only available for deliveries to an address that is accessible and to a requested delivery location where it is safe to leave parcels. [View full terms and conditions.](#)

"Authority to leave works well, I'm happy. It's better for the customer, and we have had no increase in missing parcel queries. No issues at all."

**DORON KUSHLIN, CO-FOUNDER
KG GROUP**





“We offer a free returns service for our customers - the critical thing with returns is to keep it simple and keep it effective for them.”

ROB GODWIN, AUSTRALASIAN
DIRECTOR & HEAD OF OPERATIONS AT
LOVEHONEY

Five ways to prepare for the next eCommerce surge.

5 Address barriers to online shopping.

Even with online shopping in Australia growing 57% YOY in 2020⁹, there are still a number of barriers for online shoppers.

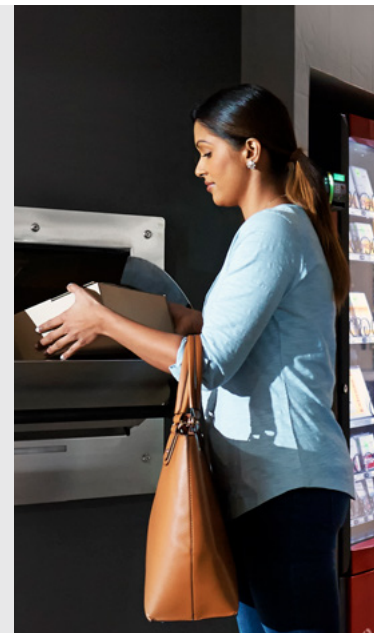
Consider:

Offering a free shipping threshold or upgrade to express delivery when customers spend over a certain amount.

Giving customers more delivery speed options. Customers expect to be able to select express delivery at the checkout.

Extending your returns timeframe to help ease customer fear of choosing the wrong gift and not being able to return it in time.

Making returns easy and more convenient with Australia Post's [Parcel Return](#) options. You can choose to cover the return costs or have your customers pay.



81%

of survey participants said free delivery over a certain threshold was important to them.¹⁰



55%

of shoppers would switch online retailers for delivery in five days or less.¹¹



24%

are worried about not being able to return their item.¹²



20%

say waiting for delivery takes too long.¹²

9. Inside Australian Online Shopping report, Australia Post 2021

10. The Delivery Experience: Getting it right. Why it matters And how data can help Australia Post, 2021

11. 2021 State of Ecommerce ANZ, BIGCOMMERCE, 2021

12. Parcel Receiver Survey, n=2099, Australia Post, July 2021

Five ways to prepare for the next eCommerce surge.

Australia Post best practice ULD and pallet preparation.

ULDs

ULDs are the main way Australia Post moves parcels and freight. When your ULDs are prepared correctly, they can move through the sorting and delivery process smoothly – and help your customers receive deliveries on time.

Top tips:

- ✓ Make sure you've ordered your ULDs through the Lodgement Quality System (LQS).
- ✓ Sort items by speed and then size. If you're already sorting by state please continue doing this.
- ✓ Check each ULD doesn't exceed 600kg in gross weight and isn't overfilled.

[Check out our ULD Checklist](#)
for more information

Pallets

If ULDs cannot be supplied, your Account Manager may ask you to use pallets for parcel preparation. Please ensure your pallets are in a serviceable condition – safety is Australia Post's number one priority.

Top tips:

- ✓ Check the pallet doesn't exceed 1.6m in height and 1,000kg gross weight (incl. the pallet itself).
- ✓ Secure the pallet with shrink-wrapping (a minimum of three times, connected to the pallet's base), or an approved strapping method.
- ✓ Make sure parcels don't extend over the base and that there's no overhang.

[Check out our Pallet Checklist](#)
for more information

Important: ULDs or pallets that don't meet Australia Post or StarTrack size, weight, and safety requirements will not be collected for transport. This may cause delivery delays for your customers.



“When we get our sortation right, it means our parcels are getting to our customers on time. Which means a happy customer, which translates to repeat business.”

ROBERT SAUNDERS, ECOMMERCE
DISPATCH MANAGER AT EB GAMES

How to deliver a great customer experience.

Check your parcel sizes and weights.

Start planning your parcel packaging limits now to help save you time – and costs – when things get busy.

Australia Post cannot accept parcels over 113cm[†], and the maximum physical parcel weight is 22kg.

For your complete guide to **Parcel and Freight Preparation**, please reach out to your **Account Manager**.

Australia Post domestic size and weight guidelines

22kg

Max. (Dead) Weight

113cm[†]

Max. Length

0.25m

Max. Cubic Metre

Use packaging that's suitable for the items you're sending.

Packaging needs to be sturdy and safe to keep products safe, and to reduce the risk of delivery delays. It should also fit the item you're sending to avoid overpackaging.

Here are our top tips for packaging:



Boxes are a sturdy option and their flat surfaces make labelling and scanning easy.



To help protect items while in transit, try a 'box in box' method. Wrap individual items with a cushioning material and use a filler or padding material between boxes.



For satchels, place your label in the middle of the satchel on a flat surface and avoid overfilling.



Opt for matte packaging with bright or light colours and avoid glossy or slippery packaging. Parcels can slip off conveyor belts and sorting machines can find shiny or dark packaging harder to read.



Ensure your packaging is suitable for the shape and size of the item you're sending, particularly for international deliveries where plane cargo space can be limited.

Spotlight on sustainability.



68%

of shoppers want recycled packaging.¹³



1 in 4

online shoppers selected a brand due to ethics and sustainability practices.¹⁴



59%

of consumers bought a product because it was environmentally friendly.¹⁵

Did you know?

- All parcels sent via our Post Offices and MyPost Business platform have a carbon neutral delivery.
- Australia Post's core satchel range is made with up to 80% recycled plastic content.
- Consumers can recycle their plastic satchels at any [RedCycle Australia](#) location.
- Overpackaging not only increases wastage, but it can also make the parcel larger and heavier to send, which can increase carbon emissions.

¹³. International Postal Corporation (IPC), Annual Report, 2020

¹⁴. Australia Post Consumer Survey, n = 2,041 parcel receivers Sustainability Results, July 2021

¹⁵. Australia Post Reason for buying sustainably, n = 512 respondents who made a sustainably related purchasing decision in 2021

[†] Parcels with lengths between 100cm and 113cm will incur a **Manual Handling Surcharge (MHS)** of \$9.50 ex GST. Parcels must not exceed 0.25 cubic metres e.g. (L) 70 x (W) 60 x (H) 59.5 x 250 = 62.5kg = 0.25m

How to deliver a great customer experience.

Print labels clearly and apply them correctly.

Printing labels

- Print labels on matte white paper with black ink
- Make sure the barcode and address are clear and visible
- Include a Smart Barcode with a Delivery Point Identifier or DPID (optional for Australia Post parcels only).

Applying labels to your items

- Place the label on the largest, flattest surface of your parcel
- Make sure it's not wrapped around any edges, or positioned over a flap or seam
- Check the label is not covered by strapping or tape
- Avoid shiny plastic, such as plastic sleeves or letter windows – reflective materials make it harder for labels to be scanned.

Parcel sorting.

To help parcels get to their destinations as quickly as possible and minimise delays, please sort your items by:



Speed
i.e. Express Post from
Parcel Post.



Size
i.e. small parcels from
large parcels.

[Watch our helpful video on parcel sorting](#)

Manifest your parcels on time.

Manifesting your parcels too early or too late can derail a great customer experience.

If you've booked a parcel pickup, make sure you submit your manifest when the driver collects your items.

Manifests trigger a tracking notification to your customer. Send the data too early and you risk setting unrealistic customer delivery expectations. Send it too late and Australia Post will need to enter the data manually – this means the parcel cannot be sorted automatically which may cause delays.

[Watch our helpful video on parcel manifesting](#)



“When international delivery networks were under extra pressure, I decided to upgrade all international parcels to express shipping.”

STEPH PASE, OWNER & FOUNDER
AT STEPH PASE PLANNERS



Sending to customers around the globe.

Online selling opens up businesses to the entire world. And with international [online shopping events](#) and the holiday season fast approaching, here are some tips to help your parcels arrive at their destination as soon as possible.

Australia Post International size and weight guidelines.

20kg

Max. (Dead) Weight

105cm

Max. Length

140cm

Max girth (Length + Width x 2)

Key tips when sending overseas.

Bring your sales promotions forward to encourage customers to order early. This will help ensure that parcels arrive at their destination on time.

If you're sending to the European Union make sure you're up to date with the [recent customs changes](#).

Lodge your items using either a digital lodgement platform or submit parcel information using the online [Customs Declaration form](#) – this can save time and ensure a smooth delivery process.

Make sure your item descriptions on your [customs forms](#) are in line with the [Australia Post requirements](#).

Manifest your items on time. Late manifested items may experience delays to being loaded onto planes.

Your must-have international tools and guides.

[International export tools](#) help you classify your goods easily and accurately, and understand taxes and duties that may be charged at destination Customs.*

[International postal guide](#). Check the rules and guidelines for sending to a particular destination so your item can get there without delay.

We usually rely on passenger flights to transport our parcels, but many domestic and international routes are currently suspended, and remaining routes have much lower flight frequency.

Please make sure to check each [destination's delivery timeframe](#) to set the right customer expectations. Rest assured we're doing our best to deliver parcels as swiftly and safely as we can.

Top three international parcel destinations for Australian businesses:



New Zealand



USA



United Kingdom

For the [recommended lodgement dates](#) for each of these countries, please visit our website.

Handy hint: Compact packaging means more of your items can fit on planes. This improves the end-to-end delivery speed – meaning more happy customers!



* Only available to Parcel Send customers using an enabled 3rd party platform or direct API.

Sending parcels and freight with StarTrack.

StarTrack Road Express®

20kg Max. (Dead) Weight

117cm Max. Length

60cm Max. Width

60cm Max. Height

StarTrack Premium®

22kg Max. (Dead) Weight

100cm Max. Length

60cm Max. Width

60cm Max. Height

Pallet Presentation.

When preparing your pallets, please ensure:



The correct weight is recorded and is aligned to a manifest. Pallet dead weight must be less than 800kg.



Freight is appropriately restrained and confined within the dimensions of the pallet, with pallets wrapped for transport and labelled on all five sides.



The pallet is in a serviceable condition, suitable for transport with maximum dimensions of L 1.17m x W 1.17m x H 1.8m.



For single cartons with dead weight greater than 32kgs, please brick-lay cartons (overlapping) when stacking on the pallet.

Please visit our website to keep up-to-date with StarTrack sending dates

ⓘ A Manual Handling Surcharge will apply to any item that is incompatible with, or which cannot be safely sorted on our automatic sorting machines, and which exceeds the [StarTrack Road Express](#) or [StarTrack Premium](#) size and weight dimensions. Please note that any incompatible packaging items purchased from Australia Post sent via StarTrack will incur a Manual Handling Surcharge.

Top three tips for StarTrack presentation:

1. Use high quality barcodes

Test-print your labels. Barcodes need to be:

- ✓ Crisp
- ✓ Not faded
- ✓ Free from other markings and smudges
- ✓ Aligned to fit on the label

2. Place your labels correctly

- ✓ Keep labels flat
- ✓ Don't apply labels over corners
- ✓ Make sure labels don't have creases

3. Prior to pickup, transfer your data

This is critical – we need your manifest data so we can:

- ✓ Sort,
- ✓ scan,
- ✓ despatch, and
- ✓ trace your parcels.

Together we'll get your parcels delivered safely and on-time.





Sending parcels and freight with StarTrack.

Key tips for StarTrack freight presentation.



For items over 20kg, please place a 'Heavy' sticker on the parcel, and write the weight on it.



For items over 32kg, please secure it to a pallet or skid for handling by Load Shifting Equipment (LSE).



Use suitable packaging that's sturdy and fit for transportation of your goods.



Include accurate documentation with your freight, including Dangerous Goods status and mass.



Ensure your freight is ready for collection at the specified collection time.

Examples of correct and incorrect labelling.



✓ **Correct**



✗ **Creased label**



✗ **Smudged print**



✗ **Wraps corner**



✗ **Covered**

StarTrack 'Heavy' sticker sample.



Important: Pallets that do not meet StarTrack size, weight and safety requirements will not be transported. This may cause delivery delays for your customers.

Items that are sent through without a manifest will be held from delivery until a manifest is received.



Your guide to parcel returns.

With Australia Post you can choose from three return solutions:



'Go Online' returns.

Customers can self-serve through a co-branded online portal, and print their return label at home, at a Post Office, or retail partner.



'Label Provided' returns.

Simply provide a return label inside the parcel and only pay return shipping if the item is returned.



'Contact You' returns.

Email your customer a return label after they make contact with you – and arrange for collection if needed (ideal for large or bulky items).**

Customer features	'Go Online' returns	'Label Provided' returns	'Contact You' returns**
Tracking available via auspost.com.au	✓	✓	✓
Pre-printed return label included in outbound shipment		✓	
Printer-less returns, and print at the Post Office or retail partner	✓	✓	✓
Lodge return at a growing network of retail partners, many open late 7-days a week	✓		
Lodge return at any Post Office, Street Posting Box, or 24/7 Parcel Locker	✓	✓	✓
Return collected from customer location			✓
Receive a receipt with tracking details when return is lodged at a Post Office	✓		✓



82%

of online shoppers agree that 'a clear and simple returns process is important'.¹⁶



70%

of online shoppers prefer to return an item at the Post Office.¹⁷

Want to offer your customers an easy way to return unwanted items?

If you have a Parcel Send/eParcel contract, you can [register now](#) for a returns portal.



Give your customers access to an unrivalled and growing network of convenient drop off points via a simple returns portal.



20,000+
parcel drop off points.



15,300+
24/7 Street Posting Boxes.



240+
retail partner locations including supermarkets and pharmacies.



4,300+
Post Offices and Business Centres.



530+
24/7 Parcel Lockers.

** Metro locations only (we send via courier who then brings to nearest parcel facility which allows the parcel to flow through our parcel network)
16. Parcel Receiver Survey, February 2021, n=2,277
17. Parcel Receiver Survey, May 2021, n=2,004



About Australia Post.

We are making it easier for you to connect with your customers, and find new ones both here and overseas. Through our suite of eCommerce driven logistics, supply chain and parcel delivery solutions, we can help you to provide seamless online shopping experiences, from checkout to delivery.

If you have any questions about this toolkit or you would like to know more, please contact your Australia Post Account Manager.

This report is provided for general information purposes only and is not intended to be specific advice for your business.

When we connect, we feel better.

Looking after your mental health and wellbeing during busy times is important. Below are some quick tips from our partner Beyond Blue:



Stay connected.

Spending time with friends and family is good for you, and for them. Why not write a letter, send a text or make a call?



Reduce stress.

It's important to keep an eye out for stress and find healthy, practical ways to manage it.



Keep active.

Exercise is great for your mental health. Choosing something with a social element that you really enjoy is ideal.



Sleep well.

Quality sleep helps you better manage your emotions. Aim for six to eight hours and avoid devices before bed.

To access free mental health information, advice and support, visit beyondblue.org.au or call Beyond Blue on 1300 22 4636.



Australia Post acknowledges the Traditional Custodians of the land on which we operate, live and gather as employees, and recognises their continuing connection to land, water and community. We pay respect to Elders past, present and emerging.



Australia Post